

## **HARVARD UNIVERSITY GENERAL MANAGEMENT PROGRAM**

The General Management Program (GMP) is a Harvard Business School Executive Education program developed to prepare executives for recently acquired or expanded general management roles. This general management program is the result of the merger of two general management programs, the Program for Management Development (PMD) and The General Manager Program (TGMP). In one comprehensive program, GMP teaches managers what could otherwise take years of experience to attain. Through its comprehensive curriculum and intense interaction among Harvard Business School faculty and select peers from around the world, the program actively engages participants in a dynamic learning experience that far exceeds even the best on-the-job training.

### **Who Should Attend**

Candidates typically have 10 to 20 years of experience and are middle managers who currently or will soon have P&L responsibility for divisions, business units, or country units for organizations with annual revenues of \$250 million or more. The program is suited for people with newly acquired or significantly expanded general management responsibilities, and for functional managers actively involved with managing important business units.

### **Program Highlights**

- Integrated approach to the general manager's demanding job, weaving key components around two basic challenges: diagnosis and action.
- The first part of the program focuses on the mastery of diagnostic tools and frameworks for assessing the current business situation, challenges, and opportunities including economic, strategic, competitive direction, and capabilities of the business;
- The second part of the program focuses on action, execution, and leadership; and
- To the extent that dramatic change is needed, the program develops skills and strategies to manage people and organizations through turbulent times, particularly with regard to threats created by changing technology and globalization.

**Offerings:** Two programs per year (Spring and Fall). Each program consists of two on-campus modules totaling seven weeks, separated by a break of several weeks.

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**Program Dates:** February 11 - March 9, 2007 (First On-Campus Module); April 22 - May 11, 2007 (Second On-Campus Module)

**Cost:** \$51,500 - 2007

Includes tuition, lodging, books, materials, and meals, except dinner on weekend.

**Application Deadline:** One-month prior to start of program.